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From the Intercollegiate
Broadcasting System
507 Fifth Avenue
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IBS POLL STUDIES STUDENT LISTENERS

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New York, January 21; Radio listening habits of American college students will be scrutinized in a survey launched today by the Intercollegiate Broadcasting System. Approximately 2000 students will be asked to name their favorite types of programs, their favorite stations, their best listening times. This is believed to be the first time that the audience of college students has been systematically studied.

Following the pre-test at Princeton University, the survey will move on to the nineteen other colleges which have member stations of the IBS. The survey will study listening to "outside" radio stations as well as to the IBS stations which are operated by the students themselves and heard only on the campus.

Designed to discover what students like to hear on the radio, the poll is directed by the national office of IBS in New York. The questions will be asked by student volunteers chosen from the stations of the chain.

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